

# Personas

## Ronald Drummond

61 years-old, Livingston (~15 miles from Edinburgh)

- Brewer, working in Livingston
- Bagpiper
- Loves nature, walking and good beers
- Live alone in a small house in 48, Ladywell W. Road, Livingston (EH54 6AG)
- Not a computer expert, sometimes buy stuffs online.



### The story

When he plays music with his band at various events, Ronald wears the traditional scot dress. A few weeks before Saint Andrew's Day, he noticed he has gained weight, and so his kilt must have its two buckles extended. Members of his group advised him to find help on *Wikilt.scot*, a reliable network.

### Ronald's Wikilt user experience

When he came home, he turned on its old computer and directly accessed to *wikilt.scot*. Ron wants to find someone who can help him extending its buckles, so he enters the postcode of Livingston (EH54), specify that he needs help for buckles extension. He finds four potential helpers, but only two can extend the buckles of his kilt: a shop in

Edinburgh (~15 miles) and a person in Newbridge (~8 miles). Both have only few evaluations, and because Ron doesn't especially trust internet evaluations, so he chooses the closest one.

*Wikilt* asks him to register or log in to send a help request (name, complete address, mail, password), so he registers and send his request, without any precision and with default transport options (= don't use post mail). Ron receives a mail: he can follow his request on the *Wikilt* member dashboard and a mail will be sent to him when the potential helper will have answered.

The next day, Ron receives a mail telling him the helper can help for 13 £ (that's not expensive), but he'll have to bring the kilt to the helper's home. Once the kilt transmitted to the helper, the work will be done a few days later. The helper has left this information: better come this Saturday, or Sunday morning, by hand payment allowed. Ron accepts the proposal and chooses to pay with Paypal: he fortunately always have around 100 £ on his account.

He brings the kilt, and the helper tells him he'll send a "work is done" notification in *Wikilt* in a few days. When Ron receives it, a message tells him he can either go on Friday evening or Saturday either call the helper to schedule a date.

# Fiona McPherson

35 years-old, Glasgow

- Florist, working in Glasgow
- Doesn't have a lot of time
- Find collaborative initiative interesting
- Married, two children and a dog: Max (14) and Lisa (9)
- Live in a flat in 24, James Street, Glasgow (G40 1HG)
- Daily usage of mobile devices



## The story

Max, Fiona's Son, is growing, but his kilt doesn't! It needs to be completely rebuild. Fiona want to call out a professional sewer for this quiet expensive repair. Living and working in the first city of Scotland, she won't be used to go outside Glasgow.

## Fiona's Wikilt user experience

During her worktime, Fiona uses her smartphone to search on Google "kilt repair Glasgow": among the results, she read "Wikilt: the Scottish network that solve kilt problems". That sentence grabs her attention, and she follows the link.

There she enters Glasgow's postcode (G40 1HG) and, her town being the greatest of England, a lot of results appears! Among the results, there's Robertson James Kilt Makers: she can't remember, but she already heard about this little shop in the town center. Practical information (address, opening hours, phone, shop website) are given on *Wikilt* for

professionals, so she phones. They indeed can rebuild her son's kilt. She decide to go there because of the direct bus line going from this shop to her house!

Because *Wikilt* could help her quickly, she knows she can recommend the website to other people.

## **Gordon Nicolson, from Nicolson Kiltmakers**

**44 years-old, Edinburgh**

- Famous name in Edinburgh
- 189 Canongate, The Royal Mile, Edinburgh (EH8 8BN)
- Monday-saturday: 9:30 a.m. - 5:30 p.m.
- Sunday: 12 a.m. - 16 a.m.
- <http://nicolsonkiltmakers.com/>
- Gordon daily uses a computer and a mobile



### **The story**

Contacted by the Wikilt team to have his shop on the network, Gordon immediately found this idea interesting: he absolutely don't know how much client will come to him thanks to *Wikilt*, but the fees to be part of this network as a professional were fair for him. Plus, Gordon is proud of Scottish tradition and knows the name of his shop will be strengthened. During the past few weeks, he was already told by a few customers that *Wikilt* led them to him because they sought a repair place in town for their kilts.



## Gordon's Wikilt user experience

As a professional, Gordon is often contacted by phone or mail. Because he's quite busy, he set the transport parameter to "brought the kilt in a shop" or "send it to me by post mail", and the return parameter to "get it in the shop". He doesn't receive many requests through *Wikilt*, but while he is at home in the evening, he sometimes browse *Wikilt* with his mobile and finds open requests from people who live far from Edinburgh, and that leads up to some proposals by post mail. Therefore, *Wikilt* is for Gordon a good platform to increase his business range.

## Betty Mackenzie

69 years-old, Ballater

- Retired with a lot of spare time
- Previously worked in a sewing workshop
- Likes gardening and tailoring
- Lives with her daughter (Anna, 40)
- Live in a house in 54, Golf Road, Ballater (AB35 5RU)
- Don't use any computer (but her daughter does)



## The story

When she was young, Betty learned how to take care of kilts from her parents and worked in a sewing workshop for years. Now, she still give a hand to people who need skills with clothes. Living far from everything, she get involved in *Wikilt* despite the fact she never uses computers: her daughter manages everything online and Betty focuses herself on sewing. *Wikilt* bring her a regular income, she loves that internet thing without knowing anything about it!

### Betty... Mmmh, I mean... Anna's Wikilt user experience

Two or three times a month, Anna receives a mail from *Wikilt* telling her that a request awaits her. She clicks on the link that leads her to a login form. Because of her regular usage of *Wikilt*, she's always connected, so she doesn't need to re-enter her email and password. The request is immediately shown to her. Betty accepts everything because she can do everything (skilled granny, uh). Sometimes, a picture helps her to fix the price of her proposal, sometimes not. She often serves the *Wikilt* price list and asks people to send their kilt by post mail or to bring it to her home. Because she lives far from everything, everyone uses post mail and send her a tracking number. Betty works fast, but she likes to take her time, so she generally asks Anna to indicate a not so close completion time.

When the work is done and the kilt returned, Anna follow closely the rating process and waits the mail telling her that the kilt owner left a rating for her mother. Then she rates the kilt owner. Every month, she get paid by Wikilt for her fine works.